

5848396

08/034711

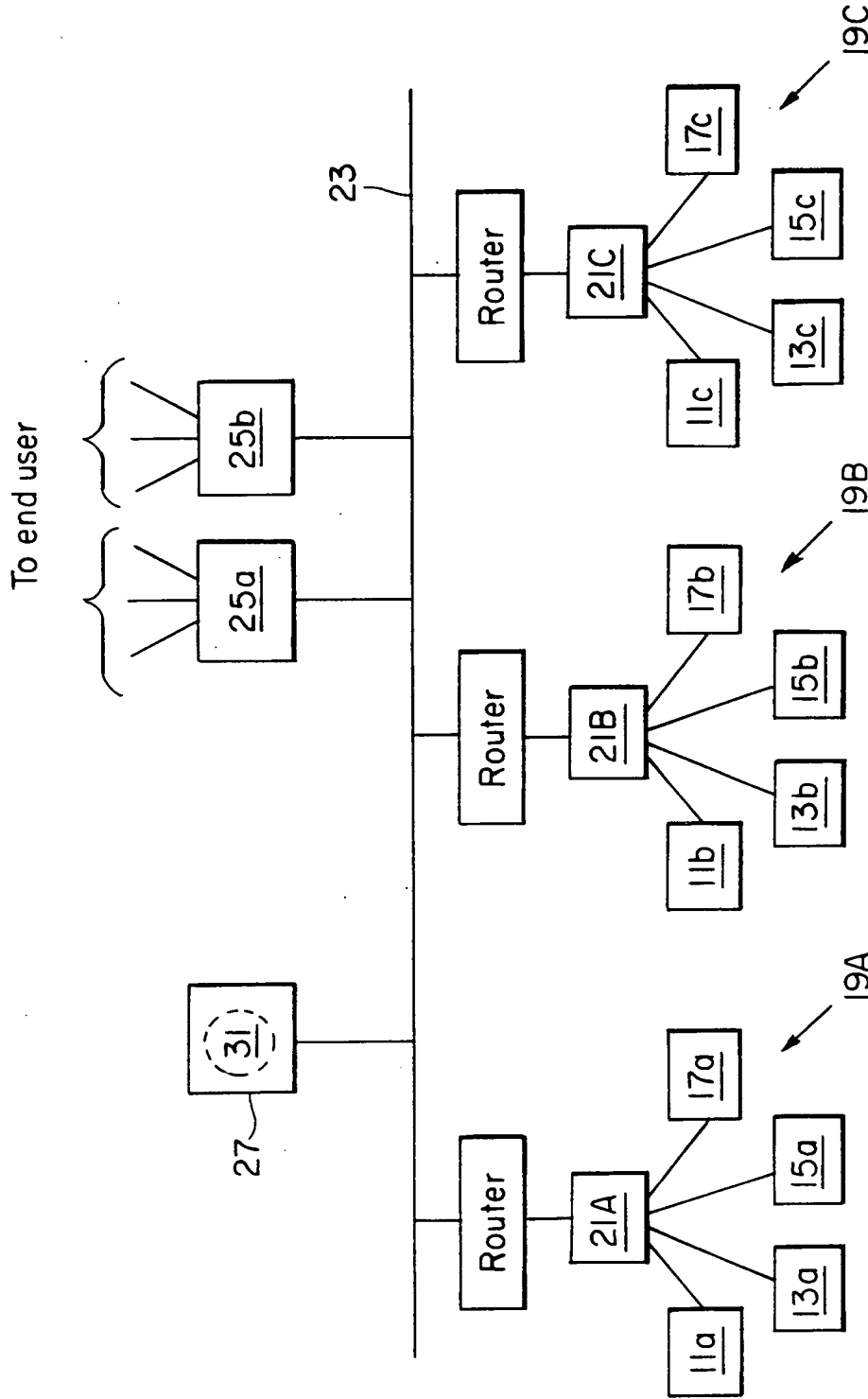


FIG. 1

| | | |
|-----------|-------|----------|
| BY | CLASS | SUBCLASS |
| DRAFTSMAN | 705 | 10 |

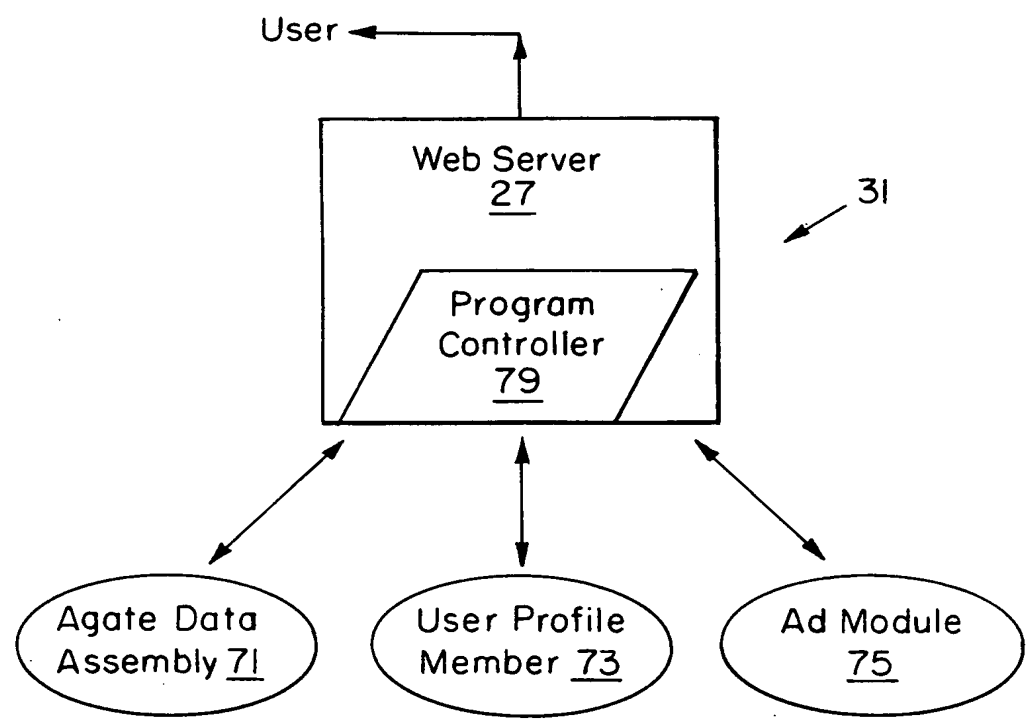


FIG. 2

08/634,900

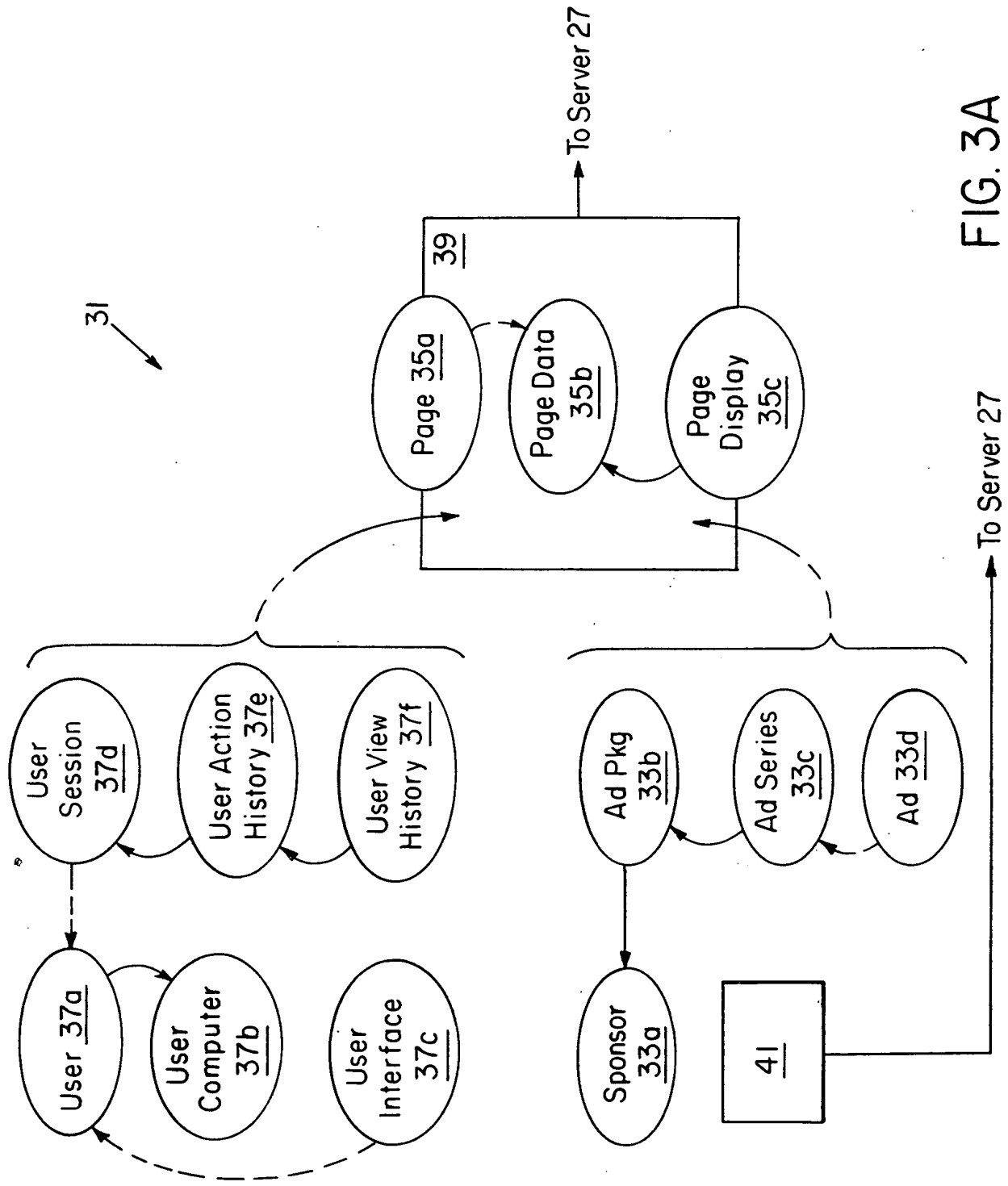


FIG. 3A

*User*37a
↙

identifiers

- nickname
- password (optional)
- e-mail
 - forward all messages received to that user
- postal address
- phone
- credit card

attributes

- language
- geographic
 - country
 - home zip
 - work zip
 - home area code
 - work area code
 - cities of interest
- demographic
 - gender
 - age
 - income bracket (estimated or volunteered)
 - occupation (volunteered)

lifestyle

- language
- smoker
- orientation
- lifestyle (vegetarian)
- race
- drinker
- marital status
- music
- weight
- height

Sponsor interest list (user choose from)

- DW
- Pepsi
- Coke

FIG. 3B

| BY | CLASS | SUBCLASS |
|-----------|-------|----------|
| CRAFTSMAN | 705 | 10 |

enabling technologies

(use/don't use flag for each for this user) Even if don't use, track presence for advertiser reporting.

helper apps list - can user hear audio,
video, what browser

plug-ins list

NLO list

persistent ActiveX objects

37b

FIG. 3C

User Interface Profile

User computer ID

categories

category display

37c

FIG. 3D

User Session

referring link

start datetime

end datetime

computer ID

browser type

37d

FIG. 3E

User Action History

action datetime

session ID

ordinal sequence identifier

page ID

object clicked ID

object position on page

*what was the context of the object that
precipitated the action*

1st, 2nd, 3rd item?

Right or left side

37e

FIG. 3F

| | | |
|-----------|------|---------|
| BY | DATE | SUBJECT |
| GRAFTSMAN | 7DS | 10 |

User Viewing History

37f

open datetime

leave datetime

ID

ordinal sequence identifier

precipitating action ID

related object ID

item ID

item orientation

orientation relative to related object ID (either a page or an object). Must track each orientation separately, in case an ad encompasses an object.

top

bottom

left

right

background

FIG. 3G

Messages / Notices and Warnings

45

to user

from user

include identifier

subject

message

ad package ID (optional, system choice if null; if designated ID is expired package, look for next package by advertiser. If none, system choice)

Page ID (to forward a page reference)

Link to additional info

Messages will be sent either internally* or * through e-mail

Notices and Warnings will always be sent internally and be duplicated through e-mail if possible.

Delivery Date

Read date (specific user read msg on date / time)

FIG. 4B

| | | |
|-----------|-------|----------|
| BY | CLASS | SUBCLASS |
| DRAFTSMAN | 705 | 10 |

User Homepage

Stock Table

portfolio

open

bid

ask

last

\$ change

52wk high

52wk low

p/e

Sports

Scores from previous 2-3 nights games in table

News

Weather

5 day forecast for local area

High

Low

Precip

5 day forecast for interested cities

Weather warnings if any for local or interested cities

Travel Schedule

Selected/purchased items that are coming within one week (Table showing options)

Specials advertised to areas of interest

Directory

Typically called numbers for an area (in a table, names are hotlinks for any with e-mail)

Messages

Classified replies

Personals replies

Real Estate replies

43



FIG. 4A

| | | |
|-----------|-------|----------|
| BY | CLASS | SUBCLASS |
| CRAFTSMAN | 705 | 10 |

*Sponsor*33a
↙

company name
 user IDs
 contact info (for users to contact our sponsors)
 phone
 e-mail
 URL
 Fax
 Mail
 account contact info
 phone
 e-mail
 URL
 Fax
 Mail
 IP Domain list
 Demographic profiling
 Type of business
 SIC Code
 SIC Industry name
 Size of company
 employees
 revenues
 earnings
 Location
 Local/Regional/National/Multi-national/Global
 Producer
 Publically traded (yes/no)
 Exchange listings
 Customized Report Configurations-Standard Reports per ad
 Packages included (default is all)
 Variables included
 Display preferences
 Include regression ?
 Graphical ?
 Show control group ?

FIG. 5A

| | | |
|-----------|-------|----------|
| BY | CLASS | SUBCLASS |
| DRAFTSMAN | 705 | 10 |

Ad Package

33b

Sponsor ID

Info for exact # purchases

Number of Purchased Hits

Number of Purchased Clickthroughs

Info for scaled purchases (up to ...)

Max Hits

Max Clicks

Start Datetime (if not present, active until end date)

End Datetime (if not present, is active after start date)

hits (derived)

clicks (derived)

pricing of ad package

hit

clickthrough

order

FIG. 5B

Ad Series

33c

package ID

intended demographic profile(s) list

category (product/service)

daily start time-hr. of day

daily end time

Display Days of week

Start Datetime (if not present, active until end date)

End Datetime (if not present, is active after start date)

Max. series views per user

Max. series views per user per day

FIG. 5C

08/634,900

| | |
|-----------------|--------|
| DATE: 1991 | |
| CLASS: SUBCLASS | |
| DRAFTSMAN | 705 10 |

33d



Advertisement

- series ID (must be present for all ads in a series, or
null for all if random display is desired)
- series sequence
- display characteristics
 - daily start time
 - daily end time
- graphic ref's
 - multi - format
- sound ref(s)
- multimedia refs
- X-type Refs (e.g. shockwave)
- text-only format

FIG. 5D